

How to
Publish
Your
eBook
to
Amazon
Kindle
In 15 Minutes
In Six Steps

D.G. Thompson

How to
Publish
Your
eBook
to
Amazon
Kindle
In 15 Minutes
Six Easy Steps

"'Information is power.' Have you heard that before? This book will give you the power to publish your Kindle ebook in minutes, not hours."

D.G.Thompson

Cover Design by D.G. Thompson

Just as this book promises to get your book published using down and dirty tactics to get it done quickly, so was the cover of this book. Get it done. Get it done fast.

From the author.

The Fall of 2011 marks the 10th anniversary since the author wrote, marketed and sold his first eBook. E what? Many customers bought his books not understanding what an eBook was. “When is it coming in the mail?” Screamed the emails. The Web site clearly stated what it was and that the customer would receive the pdf file as an attachment to a return email.

This innovation in the transfer and sharing of information had what were computer novices completely baffled. “All I get is a file?”

Even as few as three or four years ago the bafflement of many buyers continued. Thanks to dedicated eReaders like the Kindle that has all changed.

Amazon and its Kindle(s) have created a revolution in the transfer of information and the adoption of eBooks as a preferred media for their reading.

Many of us writers have stumbled through the process of publishing ebooks on Amazon and through other outlets. It can be a daunting task. It doesn't have to be. We've stumbled. We've made the mistakes. We've beat our heads on the keyboard.

This little book will alleviate any of that pain or frustration. You may have just saved yourself from some unneeded headaches.

Come learn from our mistakes. Take advantage of us taking the "curve" out of the "learning curve" and distilling the process into steps a six-year-old could do, showing you the shortcuts to becoming a published author on Kindle Direct Publishing today.

Let's have some fun!

Amazon Help

Amazon offers an extensive help section and step-by-step instructions for preparation and publishing of your book, not to mention all of the forums. This book is to race you through the process in minutes, not hours, assuming you do not wish to get bogged down in the minutiae of the entire process.

If you are a "I want to get it done," don't want an intense education in the process type person, this down and dirty "get it done" book is for you.

Some material in this book will contain a link to the Amazon help page if you need additional information, but the basics you'll need are in the following pages. You shouldn't need to click a single link.

The Amazon Kindle Publishing Help section can be found at:

<https://kdp.amazon.com/self-publishing/help>

Amazon also has "Publish on Amazon Kindle with Kindle Direct Publishing" for free at: <http://www.amazon.com/dp/B004LX069M>.

Here's a quick checklist of what we will do in the next few minutes:

Manuscript

Cover

Book Description

Keywords

Kindle Category

Publishing

Your Manuscript

Amazon offers the option of using many different types of file formats. We'll assume that your file is in one of the following. If not, open it and save it to an appropriate format.

Format - File Types you can upload:

Word (.doc or .docx)

ePub (.epub)

Plain Text (.txt)

Mobipocket (.mobi or .prc)

HTML (.zip, .htm, or .html)

Adobe PDF (.pdf)

Rich Text Format (.rtf)

(Source: <https://kdp.amazon.com/self-publishing/help?topicId=A2VHRJZXET0TWT>)

Amazon also provides excellent instruction on how to format your ebook to look just like a print book and allow the reader to navigate the book.

(Source: <https://kdp.amazon.com/self-publishing/help?topicId=A2RYO17TIRUIVI>)

Your Cover

Your cover should be a minimum of 500 X 800 pixels in jpeg or tiff file format.

Many writers can write, but when it comes to a cover they are stuck or looking at spending a fortune to have one created. Not necessary. You don't need original cover art.

[Fotolia](#) offers professional royalty free images that can be purchased for about a dollar per image for the size image you'll need for your Kindle cover. (This book's cover was created using an image purchased from them.) Although on their order page it appears that the minimum purchase is 25 credits (one credit will get you one image), you can buy as few as 10 credits at \$1.30 each for a total investment of \$13.00. You can manually change the number of credits in the box on the order page.

[Fotolia](#) accepts major credit cards and PayPal.

"Kindle Direct Publishing accepts two types of files for cover images: JPEG, or .jpeg; TIFF, or .tif(f)"

(Source: <https://kdp.amazon.com/self-publishing/help?topicId=A2J0TRG6OPX0VM>)

Jpg image format is the Amazon suggested image type. The following types of images are also acceptable:

GIF

BMP

PNG

Next Steps

To make your life and the publishing of your ebook much easier and smoother, prepare the following before you start the publishing process at KDP – Kindle Direct Publishing.

I use NotePad in Windows to create a plain text file that allows me to simply copy and paste the information into the blanks in the Amazon Kindle publishing pages.

Description

You'll need to write a description of your book. This is the pitch. This is what the Amazon Kindle buyer will read on the Amazon listing page for your book.

What is it about?

What will the reader gain?

Read descriptions for similar books. You're a writer, you know the rest.

Keywords

Just like searching for anything on the Internet, you use keywords. There will be a section where you will enter keywords so buyers can find your book on Amazon.

The quickest way to find appropriate keywords is to go to Amazon and start searching for a book like yours. As you start typing your search term into the search box you'll see a list of search terms and topics for books similar to yours.

The search terms will be comma delineated when you enter them in Amazon for publishing. Below is the format you can use to simply copy from your file you created in NotePad into the box for publishing.

Amazon allows up to seven keywords.

You do not need to use single words for each "keyword." You can use phrases.

For instance:

how to publish an ebook, publish Kindle ebook, sell ebook on Amazon, publishing, direct publishing, how to publish a book, how to publish on Kindle

Category

To easily and quickly find the category that is right for your book, search Amazon Kindle book listings for books like yours. You'll need to look at a few. When you have found appropriate books in the same genre or category as yours, scroll down the Amazon listing page of that book to a section called: "Look for Similar Item by Category". You'll find this near the very bottom of the Amazon page right above the "Your Recent History" and "Feedback" sections.

Example:



You'll notice that there are two sections - one for print books and one for Kindle Store. You'll obviously be looking at the Kindle Store categories. Make a note of two of the most applicable categories.

Set-up Your Kindle Direct Publishing Account

If you already have an Amazon account you can just sign in using your username and password. If you don't have an Amazon account, the process is painless and only takes a few minutes.

https://kdp.amazon.com/self-publishing/dashboard?language=en_US

Pricing

You'll earn 35 to 70% of the gross sale price depending on the retail price of your book. The minimum price is 0.99(U.S.) cents. You'll earn 70% if your retail price is set at \$2.99(U.S.) or more, otherwise you'll earn 35% for \$2.98 or less. You determine your sale price.

I'll make 0.35 cents from this book. Hope you feel I earned it.

Copyright Ownership

You must be the owner of the copyright or have a legal right to sell the material. This includes images used in the book, too.

What to do?

Once you have completed the upload of your book to Amazon, they state that the approval period takes 24 to 48 hours. My experience has been that this review process takes anywhere from about four to

23 hours.

You'll know that your book has been published when you receive an email from Kindle Direct Publishing with the subject line:
"Congratulations, you've successfully published on the Kindle Store."

Changing after publishing

You can change your book's content or the cover image, pricing, etc., at any time. When you make the change your book's status will go into review again in your KDP Dashboard – that's where you'll manage your book(s). However, the current listing for your book on Amazon will remain active.

The KDP Dashboard provides a slick interface that will allow you to watch your sales.

You're all done?

At this point you may have already gone ahead and published your book. If not, with everything you have just done in preparation, it is going to seem just a little bit too easy and fast.

You were lucky! Many of us have sat and scratched our heads during our first time doing this exact process. We searched the help section to clarify topics or figure out what we needed to do – and the information is there, it's just that there is so much information.

Simple nuggets of desired information can be obscured by reams of extraneous information.

You can spend hours reading all the information available.

You didn't have to.

I hope you have found this book to be helpful. I hope you will give it a nice and fair review on Amazon.

And... I wish you the very best in your ebook publishing endeavors!

D.G. Thompson

About the Author

D.G. Thompson is also the author of:

[“The 15 Minute Secret of Success.”](#)

<http://www.amazon.com/dp/B007EZYNUM>

&

[“RapidThin”](#)

<http://www.amazon.com/dp/B0064203H8>

(Yes, that picture really is the author when he was “large.”)

Disclosure: The [Fotolia](#) link in this book is an affiliate link for the author of this book. He will receive credit from [Fotolia](#) if you use their service through this link. The cost to you is the same whether you use the link or go directly to [Fotolia](#).

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